

Subject: RE: Cal Downtown Association Digest - Request for News

From: "Lauren Schlau" <laurens@lsconsult.com>

Date: 11/18/2014 05:02 PM

To: "Jessica Lall" <jessica@southpark.la>, <frank.j.aguirre@lacity.org>, <aaron@urbanplaceconsulting.com>, <rbeard@centralcityeast.org>, <sarah@hollywoodbid.org>, <blair@hdlabid.com>, <executivedirector@downtownculvercity.com>, <sbilger@centurycitybid.com>, <heather@h-rpr.com>, <timbyk@yahoo.com>, <monica@lani.org>, <jchodorow@downtownla.com>, <Tinamarie@downtownsm.com>, <salyna.cun@lacity.org>, <danielmhurtado@gmail.com>, <cesar@agora2000.net>, <kadedo@earthlink.net>, <tara@devine-strategies.com>, <mrcesarddiaz@gmail.com>, <sdietrich@latourism.org>, <rebecca@lani.org>, <duckworth.donald@gmail.com>, <duckworth.donald@gmail.com>, <leslie_elkan@yahoo.com>, <rely@downtownla.com>, <board@visittokyo.com>, <emengelke@aol.com>, <norma@lani.org>, <nflaming@ccala.org>, <exec@chatsworthchamber.com>, <katie@urbanplaceconsulting.com>, <steve@urbanplaceconsulting.com>, <gtrechter@civitasadvisors.com>, <ariana@fashiondistrict.org>, <jose@fashiondistrict.org>, <rosemary.hinkson@lacity.org>, <info@wilmington-chamber.com>, <wilmingtonchamber@wilmington-chamber.com>, <sholley@downtownla.com>, <lhughes@gatewaytola.org>, <rebecca@h-rpr.com>, <imiudase.aimiuwu@ladwp.com>, <lmudiase.Aimiuwu@ladwp.com>, "Amanda Irvine" <amanda@southpark.la>, <mistyli@aol.com>, <Jackie.keene@lacity.org>, <tom@metropolitanholding.com>, <KraigK@dlba.org>, <micah@websperations.com>, <jkumamoto@aol.com>, <rena@pumaworldhq.com>, <susan@labids.org>, <newcityamerica@aol.com>, <elopez@kindelgagan.com>, <ron.lorenzen@lacity.org>, <ron.lorenzen@lacity.org>, <amyl@dlba.org>, <pmacjennett@latourism.org>, <malila@silverkingusa.com>, <joe@hollywoodbid.org>, <granadabid@gmail.com>, <lmitchell@downtownla.com>, <lmoore@sanpedrobid.com>, <kerry@hollywoodbid.org>, <lmyers@fashiondistrict.org>, <knakano@downtownla.com>, <jim@mediadistrict.org>, <anneosman2@gmail.com>, <lorena@studiocitybid.com>, <scia@mptp.com>, <miranda.paster@lacity.org>, <mpaterson@canogaparkcal.com>, <s.spolen@gmail.com>, <paul.racs@lacity.org>, <Kathleen@downtownsm.com>, <srobbins@sanpedrobid.com>, <monica.rodriquez@lacity.org>, <monica.rodriquez@lacity.org>, <arudisky@aol.com>, <gary@wilshirecenter.com>, <mike@wilshirecenter.com>, <rehabitat@verizon.net>, <cschatz@downtownla.com>, <rick.scott@lacity.org>, <info@losfeliz.biz>, <nicole@hollywoodchamber.net>, <bshock8402@aol.com>, <ari@hdlabid.com>, <kent@fashiondistrict.org>, <Stoffr@changelives.org>, <devin@hollywoodbid.org>, <Andrew@westwoodvillagedistrict.com>, <eugene.vancise@lacity.org>, <fwada2k2@yahoo.com>, <jwhaley@gmail.com>,

<jwhaley@downtownla.com>, <geoyu28@aol.com>,
<jeff@hollywoodhotel.net>, "'Sarah Bonner'" <sarah.bonner@lacity.org>,
<jenny.scanlin@lacity.org>
CC: "Kevin Moran" <kmoran@ida-downtown.org>, "'Michael Ault'"
<mault@downtownsac.org>, "Kent Smith" <Kent@fashiondistrict.org>, "Blage
Zelalich" <bzelalich@sjdowntown.com>

LA BID Consortium: Below is the new CDA Downtown Digest. Thanks to all of you who
contributed to this! Please keep the info coming to me.
Should you be interested in CDA membership please go to our website
www.californiadowntown.com to membership benefits, click on application. Or click on
the newsletter Join below.

Best Lauren



[Home](#) | [About](#) | [Join](#)

In This Issue

[Message from the Editor](#)
[Message from the President](#)
[Legislative Update](#)
[In the News](#)
[Mark your Calendar](#)
[Spotlight On: Downtown
Sacramento Partnership](#)
[Receiving Accolades](#)
[Making Moves](#)

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Executive Director

November 18, 2014

Message from the Editor



It is easy to succumb to what seems as all bad news surrounding us. In particular many districts, two of which are spotlighted below, are facing lawsuits and/or disgruntlement by stakeholders. I characterize this situation as "no good deed goes unpunished". BIDs were conceived and implemented to do good work where it would otherwise not be done. It is an effective way to leverage the resources of one into the power of many for the greater good. Unfortunately BIDs are also visible targets for those who prefer deterioration to paying a little for marked improvement. Go figure! At the same time knowing about these issues can better inform us on prevention or remedies. And then there are the success stories, also documented below. And that is the benefit of CDA - we bring you the issues and the successes in today's BID world. We trust you will find useful information and inspiration from this month's District Digest. As

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Development

always, if you have something of interest for publication to California
BIDs, please send them to me, laurens@lsconsult.com.

Warm regards,
Lauren Schlau
President
Lauren Schlau Consulting

Message from the President



**FINDING YOUR DOWNTOWN'S TIPPING
POINT**

As author Malcolm Gladwell noted in *The Tipping Point*, big things start small and grow slowly. Then one variable changes, and successes multiply exponentially. That's Downtown Sacramento's story. Sacramento is a mid-sized market and like many downtowns across the country, it was impacted by the economic downturn several

years ago. Access to capital for major development projects in our urban core dwindled and redevelopment dollars were no longer an option. It was time to get creative and assess our priorities.

As a PBID, our responsibility is to be the voice for our downtown districts and our property owners. So, we reaffirmed our vision for downtown, focused on a handful of development priorities and policy issues, and advocated for them with local government and business leaders. While these weren't big flashy projects, they were critical to laying the foundation for a strong urban core. The culmination of this focus has resulted in over \$1.1 billion dollars in public and private investments in our urban core over the past decade.

We're now seeing a shift in our market and our city is thinking bigger. This summer Sacramento broke ground on a new arena in the heart of downtown. The downtown entertainment and sports complex (ESC) project will serve as an iconic architectural centerpiece that identifies our city. But this development is more than what events it hosts, or even the million plus new visitors the ESC will bring into downtown. It is even more than the 1.5 million square feet of new development the arena and its ancillary contribute. It is a starting point that will accelerate downtown's revitalization.

For investors, this catalytic project demonstrates our city's unshakeable commitment to constructing not just an arena, but also a prosperous downtown. This resolve has inspired investor confidence and generated a surge of momentum. New owners excited about downtown's future prospects are starting to purchase buildings near the arena, and current owners are talking about development plans for their properties. This all is transpiring as the 240-acre Railyards infill project the largest of its kind in the nation continues to moves forward. And, equally ambitious projects like a streetcar line and investments in the Community Center Theater and the Powerhouse Science Museum are on the drawing board.

Make no mistake. A downtown arena is not a magic bullet. It is just an example of a catalyst. Every city is different. When you look at your own downtown, what opportunities do you have in front of you? What are the small steps that will build you a strong foundation? What can

Central City East Association
City of Bellflower
City of Burbank
City of Clovis
City of Dana Point
City of Folsom
City of Glendora
City of Grass Valley
City of La Mesa
City of La Verne
City of Lancaster
City of Long Beach
City of Long Beach
City of Los Angeles, Office of
the City Clerk
City of Merced
City of Monterey Park
City of Oakland
City of Ontario
City of Palm Springs
City of San Francisco
City of Santa Barbara
City of Temple City
City of Tracy
City of Wasco
Civitas
CNP Signs & Graphics
Community Build Inc.
David Jinkens
Dinuba Chamber of Commerce
Downtown Association of
Santa Cruz
Downtown Berkeley
Association
Downtown Chico Business
Association
Downtown El Monte Business
Association
Downtown Fresno Partnership
Downtown LA Prop Owners
Association
Downtown Long Beach
Associates
Downtown Los Angeles
Downtown Novato Business
Association
Downtown Oakland
Association/ Lake Merritt
Uptown District Association
Downtown Oxnard Merchants
Association
Downtown Pomona Owners
Association
Downtown Rialto Business
Owners Improvement District
Downtown Sacramento
Partnership
Downtown San Diego
Partnership
Downtown San Mateo
Association
Downtown Ventura Partners
Downtown Visalia Alliance
Duckworth Consulting
Fairfield Main Street
Association
Figueroa Corridor Partnership
Ford Mance Investment
Builders

be done to take your district the next level? It doesn't have to be
arena. But, I urge you to consider what could be done help your
downtown accelerate past its tipping point.

Regards,
Michael T. Ault
Executive Director
Downtown Sacramento Partnership

Legislative Update: DID and Venice Stakeholders

Don Steier, Guzen & Steier

Downtown Industrial District Lawsuit

Recently, Legal Aid of Los Angeles sued Central City East Association, Los Angeles Downtown Industrial Business Improvement District, and LAPD in Federal Court for violations of civil rights of the homeless. The lawsuit alleges that for the past decade the BID personnel remove "personal property" found on public sidewalks and stored it at the BID warehouse for ninety days pursuant to state law. The lawsuit attempts to extend the injunction issued against the LAPD prohibiting it from seizing property that is not abandoned, an immediate threat to health or safety, or evidence of a crime. The BID officers are alleged to be agents of the police. Inasmuch as the BID is formed and funded by property owners, CCEA asserts that the BID personnel are agents of those property owners and not the police. The lawsuit raises the legal question whether property owners are prohibited from securing unattended property found on the public sidewalks usually outside their businesses.

The lawsuit will address an issue raised by the Ninth Circuit Court of Appeal when it suggested that the interests of the homeless in their property should be balanced against the City's obligations to maintain safe and healthy public areas.

The judge who issued the original injunction against LAPD has assigned himself to the case. LAPD is sued for permitting the aggrieved conduct. The lawsuit seeks injunctive and money damages.

Venice Stakeholders Lawsuit

In an unusual lawsuit, commercial and residential property owners on the Venice boardwalk have sued both the City and County of Los Angeles in state court for injunctive relief. The property owners allege that the governmental entities have created a nuisance by failing to maintain government property in a safe and healthy manner. According to the complaint, the accumulation of homeless, property, drugs, garbage and hazardous waste by failing to enforce regulations have interfered with the property owners' use and quiet enjoyment of their own properties. The owners also allege that their property values and rental abilities have decreased.

In the News

**South Park BID & LA Sustainability Collaborative
partnering to create road map for Green Alley**

Fortuna Business Improvement District (FBID)
Gateway to LA Airport Business District
Gilroy Economic Development
Grass Valley Downtown Association
Gridley Business Improvement District
HB Downtown Business Improvement District
Hollister Downtown Association
Hollywood Property Owners Alliance
Ironsmith, Inc.
Johnathan Schuppert
KLI Finance, Inc.
Koreatown Northgate CBD
LA Downtown Industrial District
Lakeport Main Street Assn.
Lauren Schlauf Consulting
Little Italy Association
Livermore Downtown, Inc.
Main Street Hanford
Main Street Martinez
Main Street Oceanside, Inc.
Main Street Tehachapi
MJM Management Group
Modesto Downtown Improvement District
NBS
New Moon Visions Brand Development and Marketing
North Shattuck Association
North Tahoe Business Association
Oxnard Community Development Commission
Paso Robles Main Street Association
Petaluma Downtown Association
Pleasanton Downtown Association
Progressive Urban Management Associates, Inc.
R Street Sacramento Partnership
RBF Consulting
Regional Parking Inc.
Riverside Downtown Partnership
San Jose Downtown Association
San Luis Obispo Downtown Association
San Pedro Historic Waterfront BID
Santa Ana Downtown Inc.
SFW, LLC
Sierra Display Inc.
South Park BID
Stockton Blvd Partnership/Oak Park Business Association
Telegraph Property & Business Mgmt. Corp.
Texas Downtown Association
The Placemaking Group
The Playhouse District

Initiative in DTLA

Nassau News Live

In an effort to redefine and activate public space, the South Park Business Improvement District (BID) and the Los Angeles Sustainability Collaborative (LASC) partnered to create a robust "green alley initiative" for the South Park area in Downtown Los Angeles.

[READ MORE >>](#)

Stanislaus, Merced leaders hope ACE rail comes south

Merced Sun-Star

A few dozen leaders from Stanislaus and Merced counties waited at a Manteca station Thursday for a train to take them west. Modesto could get service as early as 2018 and Merced by 2022, with Turlock somewhere in between.

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County wins \$1.5 million grant for homeless facility

Benito Link

A city-county partnership in the effort to combat local homelessness received a boost recently when San Benito County was awarded a \$1.5 million Community Development Block Grant targeted to help construct a homeless facility.

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Mayor signs law regulating Airbnb - and that could mean a ballot fight

SFGate

With two quick strokes of a pen on Monday, Mayor Ed Lee legalized the use of Airbnb and other short-term home rentals in San Francisco, a landmark and perhaps short-lived move in a city weighted by a housing crunch.

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As Downtown LA grows, so does urgency to fix Skid Row

NPR

In Los Angeles, more than a thousand people sleep on the street in cardboard boxes and tents - just a mile away from City Hall.

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Mark your Calendar: Upcoming Events

CALED's 35th Annual Training Conference

April 20-22, 2015

Economic Developers are Seizing Opportunities in California by helping businesses get established, grow, and find success. This state is stronger and prepared for the future. The 35th Annual CALED Conference is focused on celebrating successes, learning from them, identifying opportunities, and seizing those opportunities in order to continue moving the California economy forward.

Association
The River District
Third Avenue Village
Association
Toni Bodenhamer & Company
~ Event Success
Town of Danville
Tracy City Center Association
Truckee Downtown Merchants
Association
Tulare Downtown Association
Tuolumne County Economic
Development Authority
Ukiah Main Street Program
Urban Place Consulting Group,
Inc.
Vista Village Business
Association
Wahlstrom & Associates
Walnut Creek Downtown
Business Association
Yuba City Downtown Business
Assoc/BID

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CALED's 2014 Economic Development Educational Series

**TIDs, BIDs, & PBIDs - Using Districts for Economic Development
December 18, 2014** Learn the advantages of TIDs, BIDS, and
PBIDs. Presented in partnership with the California Downtown
Association & Downtown Long Beach Associates

All webinars/conference calls are free to CALED Members.
Registration fee for Non-CALED members is \$55.

Please contact Kristy Nong at (916) 448-8252, ext. 13 for more
information.

Spotlight On: Downtown Sacramento Partnership



Sports Basement's entry into
Downtown Sacramento is a huge win
for Downtown and a direct result of
the work done by the Downtown
Sacramento Partnership business
recruitment program.

The Sports Basement, a Bay Area retailer, closed escrow on 730 I
Street on September 9. The 70,000 square foot building, which is
currently vacant, will be home to company's first store in Sacramento.
When it opens next fall, the Sports Basement will rank behind Macy's
as the second largest retailer in the downtown district. The company
is projected to create 70 construction jobs, 80 permanent jobs, and
an estimated \$800,000 in annual sales tax revenue for the City.

The sale of this underutilized property is a
major win for Downtown and a direct result
of DSP's retail recruitment efforts over the
past four years. In 2010, Turton Commercial
engaged DSP to provide market research
and a retail analysis to entice the company
to locate Downtown. The Sports Basement originally placed a bid on
the building at 730 I Street in 2011. But due to an aggressive
expansion schedule, they needed to rescind their Sacramento offer
with the intent to revisit the market. Recognizing the potential
economic impact of this deal, DSP continued to pursue the retailer
and worked behind the scenes to connect The Sports Basement with
the City and County to consider a new offer.



Since 2011 73 new businesses have been recruited or assisted in
opening their business downtown.

"This has been a long time coming and a sign of the positive
momentum we are seeing downtown," said DSP Executive Director
Michael Ault. "We have been aggressively selling the value of
investing in the urban core and companies like The Sports Basement
are recognizing the opportunities in our market. We commend the
leadership demonstrated by the City and County of Sacramento in
making this deal happen."

Receiving Accolades: Central City East Association

On November 6, 2014, the Weingart Center honored the Central City East Association (CCEA) with the Community Leadership Award for its diligence and devotion to improving the Central City East community. CCEA is an association of ardent voices for improvement in CCE. The Weingart Center selected CCEA to receive the award for many reasons, including:



- Its members have dedicated 30 plus years of time, energy, commitment and care to the improvement of the community.
- They have created awareness, programs and initiatives that enhanced the community, such as:
 - The Industrial District Business Improvement District, which was formed in 1998.
 - In 2002 the members formed the Voluntary Storage Facility for homeless individuals. The facility started with 300 storage bins, and have since grown to over 1,100. For over a decade, this facility served as a safe haven where persons stored their belongings at no cost to the individual. The facility has been a model for other cities nationwide.
 - And, the monthly Skid Row Walks, which exposed homelessness in CCE, and allowed a wide audience from throughout Southern California to see for themselves the tragedy that is Skid Row.

Making Moves: Career & Leadership Opportunities

Redwood City Improvement Association

RFP - Executive Director, District Manager or District Management Company for the Downtown Redwood City Community Benefit Improvement District.

[DOWNLOAD >>](#)

Have a career or leadership opportunity to list? Send it to kmoran@ida-downtown.org.

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Executive Editor:
Lauren Schlau
Lauren Schalu Consulting

Assistant Editor:
Kevin Moran
International Downtown Assoc.

Northern California Contributor:
This could be you!

Central California Contributor:
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AMI Concepts

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Do you have your ear to the ground when it comes to the latest downtown news in your region? We're looking for

volunteers to contribute content, specifically from the Southern and Northern California regions. If you're interested, please contact Kevin Moran at kmoran@ida-downtown.org for more details.

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